#WATCHTHE VOTEATL

Social Media Monitoring Training for the US General Election Nov 4 - 6, 2024



#WATCHTHE **VOTEATL** = People + Technology

Aggie

Networked technology that aggregates posts from the Internet and enables incident tracking.

SMTC

A place and team of people that track, verify, and escalate reports to partners in real time.



What is the #WatchTheVoteATL Social Media Tracking Center?



Social Media Tracking Center (SMTC)









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Timeline

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Georgia Tech

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Prior to election, the SMTC lead organization builds relationship with key election stakeholders and may begin social media campaign

On election day, pre-identified and tested media sources are streamed in real time to Aggie.

Aggie generates real-time reports and trend analysis at any mention of a keyword across media sources.



Trackers use Aggie to monitor election relevant social media reports and verify incidents that need action

SMTC team escalates verified incidents to embedded representatives with election stakeholders



Aggie

Our tracking tool is a web-based platform and requires login credentials for access.

Users viewing a real time stream of reports, can search and filter by keywords, source, or time.

Trackers elevate reports of election irregularity, violence, etc to Aggie's incident status to be checked for veracity and communicated to appropriate election stakeholders.

Reports Page







SMTC Teams

Tracking Team

- Read through and tag incoming reports as read/relevant
- Flag and assign reports requiring action to incidents

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RT @AIPAC: Thank you @POTUS!		+ Attach Incident
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Rep. Esther Panitch	53m (02:33 PM)	
RT @amyspitalnick: Exactly right from @VP @KamalaHarris: end the war in a way that security, brings the hostages home, end	+ Attach Incident	

Veracity Team

 Use additional reports, social media channels, or work with escalation team to verify incidents



Escalation Team

- Support Veracity Team by reaching out to stakeholders if needed
- Once incidents have been verified alert election stakeholders

ACLU

Georgia **Press Statemen**







Statements of the second strends

Reports from an SMTC



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THE ALCONE

Example Reports

10:00 AM

- 42 incidents of election irregularity: polls not open on time, voting materials damaged from rain, verification machines broken, etc.
- 1 incident relating to violence: It was an issue of tempers rising over a delay of voting at the polls.



Example Reports

1:00 PM

- We continue to see reports pertaining to voting logistics: voting begins late, voting materials are missing, verification machines reject voters, etc.
- We have also started tracking reports around double voting, stolen ballot boxes, and theft of other election devices. Many reports of ballot snatching have been falsified by our counterparts at CODEO and police headquarters.



Example Report

"Just before noon on the first day of elections on Friday, December 7th, the SMTC picked up a report of chaos at a polling station that brought voting to a stop in the greater Accra area. To further verify, SMTC reported the incident to our embedded representative at Police Headquarters. The Police were unaware of the situation and began to investigate. Upon further investigation, our contact was able to further verify that chaos started once voters began to jump queues. Police alerted the National Elections Security Task Force (NESTF). NESTF sent a re-enforcement team to that particular polling station to restore order and the voting exercise continued peacefully."





Tracking Team Goals

- **1.** Identify posts from the Internet that are relevant.
- 2. Identify relevant posts that need further investigation and create an incident for the Veracity Team



What is a relevant report?





What to look for:

- 1. Voting Logistics
- 2. Election Irregularity
- 3. Electoral Misconduct
- 4. Results
- 5. Violence
- 6. Fraud



Tracking Team Tips

- Tagging Reports as Relevant
 - If you are not sure a report is relevant, ask someone around you or a project team leader. If you are still unsure, mark as relevant.
 - Use the All Reports and Search Pages to search for keywords of interest - scanner, certification, etc.
- Incident Creation
 - If you are not sure an incident should be created, ask someone around you or a project team leader. If you are still unsure, go ahead and create the incident.
 - When you create an incident use an informative **title** and **description**
 - Keep as short/brief as possible
 - Use the Comments section of the incident to explain to the incident team why you created the incident.
- Take breaks when you need to.



AI Tagging

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ect Multiple	rules; it discusses a historical event related to President Trump and Nelson Mandela.	orms - Sources - Incidents	Source			
🎐 Elon Musk I can't stop laughing 🤣 🤣	related to fulton county false The content does not mention Fulton County or any related issues.	+ Attach Incident	Fulton County - National Political Influencer Tags Add / R	≀emove ⊤ags		
Think for Yourself ▲ Red Flag → author (+ +8) Over UT are Name Y. The future of the NAME	author credible true The author is a verified user on Twitter with a substantial following, indicating credibility.	+ Attach Incident	No Tags Added Think for Yourself 29m (06:21 PM) Retweeted: charliekirk11 7h (11:42 AM)			
@realTrumpNewsX The future of the MAGA put Americans first. It integrates Republicans it's about: 1. Secure borders 2. Safe cities 3.	related to voting locations (false) No information regarding voting locations is presented in the post.					
Think for Yourself	related to voter registration requirements (false) There is no mention of voter registration requirements in the content.	+ Attach Incident				
 number of engagements (likes, shares, c interaction type (retweet, comment) (* 	related to campaign finance false The post does not discuss campaign finance or spending issues.		Did you know that back in 1990, President Trump chartered a private plane to get Nelson Mandela to			
េ RT @realTrumpNewsX: 🚨 What comes	related to election security false No information related to election security or voting machines is provided		America when the US Government wouldn't help? He doesn't go around bragging about his good deeds, but there are endless such stories. https://t.co/OID1HGxLwS			
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 Think for Yourself Red Flag misin + +8 PT @TaraBull808: Man finds Mail-in ball 	formation (+ claims of election rigging) 30m (06:20 PM)	+ Attach Incident				





Veracity Team Goals

 Use veracity strategies to verify incidents as true or false.
 Once verified, escalate incident.



Veracity Strategies



Use the Aggie search feature to find other reports on the same incident



Collect as much information via the source channel



→ Election protection chat



→ Work with escalation team to contact stakeholders





Veracity Team Tips

- Veracity Checking
 - take notes of every action or strategy taken in the comments section
- Communicate
 - If you feel stuck, reach out to veracity team or escalation team.
- Take breaks when you need to



Demo



Hands-On Activity

- Tracking
 - Grab a batch of reports and mark as relevant / irrelevant.
 - Create an incident a test incident for practice
 - or if you see a relevant report that needs investigation, create an incident from that report
 - add a comment in the comment section for why you created the incident
- Incident Investigation
 - Assign the incident to yourself
 - Add 2 additional reports to the incident
 - Add a comment about which reports you added and why
 - Change the veracity
 - Escalate the incident

